

# Coats<sup>®</sup> Bayley Service Intelligence FAQs

## Overview

### Q. Why was Bayley created?

A. Bayley was created by an automotive fixed operations director in response to his frustration with a lack of transparency into fixed ops KPIs. Knowing that improving fixed ops required more than R.O. creation and close times, Bayley was developed to provide and analyze 12 critical data points in the automotive repair process, 10 more than most systems currently use.

### Q. How can Bayley improve my fixed ops service performance?

A. By automating and simplifying the collection and analysis of automotive service operations, Bayley enables service managers to quickly identify bottlenecks, compare performance against benchmarks and communicate information effectively.

### Q. Why is Bayley different?

A. Bayley is the first solution to provide real-time information throughout the service journey. Bayley fits seamlessly between front-of-shop customer engagement products and DMS job tracking software.

### Q. How is Bayley different from the current systems I use?

A. Most automotive consumer engagement solutions pull the repair order information from the DMS but **do not provide real time tracking** during the customers visit. Digital vehicle inspections and electronic route sheets allow you to track the process manually, but offer no real-time updates or live views into customers' vehicle journey, which leads to service advisor and technician inefficiencies. These tools do not provide real data about bottlenecks that have a detrimental impact on CSI, retention and parts and labor sales and gross margin.

### Q. How is Bayley different from other solutions?

A. We are not aware of another product that captures and analyzes the information that Bayley provides for fixed operations performance improvement.

### Q. What does Bayley measure exactly?

A. Bayley measures 12 data points in the automotive service journey: Bay entry time, Individual job start times, Individual job end times, M.P.I. start and end times, Bay exit time, Idle bay time, Job order assortment, Asset Tracking, R.O. Creation time and R.O. close time. We provide technician and bay efficiency and productivity reports including repair order holds root causes.

### Q. Has Bayley received any awards?

A. Bayley has been recognized by the automotive repair industry as a breakthrough solution. Recognition from the industry includes [Motor.com Top 20](#) of 2021 and Cherokee Media's 2022 Emerging 8.

### Q. What DMS Companies does Bayley interface with?

A. Currently Bayley interfaces with CDK Global and Dealertrack. An interface with Reynolds and Reynolds is under development. Additional integrations are planned for both OEM and aftermarket DMS solutions.

### Q. Is Bayley approved by OEM's?

A. Bayley is approved by Stellantis (Chrysler, Dodge, Jeep, Fiat, Maserati, etc) and Toyota, Honda, Acura and all GM brands.

### Q. How do I learn more about Bayley?

A. If you are interested in learning more about Bayley, please call **855-876-3864 from the U.S.**, **(877) 801-1405 from Canada** or [click here](#).

### Q. Is Bayley Patented?

A. Bayley is in the process of receiving protection on its unique intellectual property.

## Who Benefits From Bayley?

### Q. How does Bayley make a Service Advisor more productive?

A. Automotive service advisors spend a lot of time statusing customer repair orders. Bayley's intuitive dashboard enables a service advisor to see live job status, including line items completed and open, from their desk. This enables them to provide real-time information when a customer asks, eliminating the 'long walk' to the shop to check on a job and distracting the technician from their work.

If a job is on hold, service advisors and managers can see the reason for the hold and, if needed, expedite a rapid resolution.

### Q. How does Bayley make a Service Manager more productive?

A. Service managers can utilize Bayley's dashboard to see status of current repair orders and shop performance history over time.

Understanding where bottlenecks occur and individual technician performance enables targeted training and service performance corrective actions. Service managers can also view actual bay and technician performance using Bayley's dashboards.

### Q. How does Bayley make an automotive technician more productive?

A. Bayley's benchmarking data highlights areas that hinder technician performance and need improvement, enabling a technician to turn more hours. This results in increased labor and parts sales per repair order combined with higher technician earnings and retention.

Bayley can become a recruiting tool in a market facing a large shortage of qualified automotive technicians. Bayley helps technicians hold other people/departments accountable for times they spend waiting for responses on customer vehicle repairs.

### Q. Will Bayley help improve my CSI scores?

A. OEM customer satisfaction index scores are critical to automotive dealership performance. By helping ensure that jobs are completed by the promised time, improving shop scheduling and loading, and providing transparency on job status, Bayley helps automotive service operations meet and exceed their customer commitments.

### Q. What is the return on investment when using Bayley?

A. It's best to read what our customers have to say. This [case study](#) from Barbour-Hendrick Honda, Greenville N.C. highlights the significant improvements they are seeing in reducing wasted time and improving operations.

## How Do I Use Bayley?

### Q. What reporting is available in Bayley?

A. Bayley's reporting is designed to meet the needs of the various users that benefit from the information and recommendations Bayley provides for fixed ops management.

Daily reports include real-time job status and performance dashboards. Executive reports include cross location and time-based KPI tracking. Our reports are designed to enable visual management and rapid root cause analysis of fixed operations and multiple location performance.

One of our most used reports is our technician scorecard, which enables auto techs to see how their performance compares to their peers – in the shop and across the country.

### Q. Does Bayley alert me to exceptions?

A. During onboarding, your customer success manager will work with you to understand the notifications and triggers that you can implement for your shop.

### Q. What help is available for me to use the system to its full potential?

A. The library of Bayley online tip videos is continuing to grow. During onboarding, your customer success manager will work with your team to ensure comfort in using Bayley. Once installed, we're online a phone call away or your team can access our online support resources.

## Bayley Pricing and Invoicing

### Q. How much does Bayley cost?

A. Bayley is a monthly subscription (SaaS) product that is priced per bay. Pricing discounts are based on the number of bays under contract and term of the contract.

Bayley hardware is a one time expense that provides an in-bay vehicle sensor, ruggedized industrial spec tablet and related accessories.

### Q. Does Bayley have a Spanish or French version?

A. We do not currently.

### Q. Do I need to be a computer genius to use Bayley?

A. No, Bayley was designed by fixed ops managers to be easily and intuitively used.

### Q. Do I need to add Bayley to all of my automotive service bays at once?

A. To achieve the greatest productivity and CSI improvements, we recommend that Bayley be installed on all of your active bays.

### Q. How long does it take to train an automotive technician to use Bayley?

A. A technician can be using Bayley with only 5 minutes of training. Bayley's touch screen interface has been designed to make it easy – even when a tech is wearing gloves!

### Q. How is Bayley invoiced?

A. Bayley is invoiced monthly or may be prepaid annually based upon dealership preferences.

## Installation

### Q. How long does it take to install Bayley?

A. A typical dealership can be installed in under a day with minimal disruption to ongoing service operations.

### Q. What's required to install Bayley?

A. Bayley is easily installed on most common automotive lifts. Installation requires a 110V power source per bay.

### Q. Can I install Bayley myself?

A. We recommend using our factory trained installers, who have been trained to ensure all units are fully functioning and correctly calibrated during installation. The installers can also address questions that techs may have during the install process.

### Q. What is the warranty on Bayley hardware?

A. The warranty period on hardware is one year.

### Q. Are there different tiers of the Bayley product modules?

A. All Bayley features and functionality is included in your monthly fee. There are additional products that interface with Bayley, including our customer engagement solution, that are available for additional cost.

## Support

### Q. How do I get support for questions I have when using Bayley?

A. Please call **800-688-6359** or [click here](#)

### Q. Is there a Bayley community where I can learn best practices and provide input for product enhancements?

A. Your customer success manager will work with you to ensure you are informed of best practices to improve your fixed ops productivity using Bayley. They will also welcome your suggestions on how we can continue to improve Bayley.

Bayley product improvements also rely on the Bailey User Council and benchmarking best practices in the automotive repair and aftermarket industry. We will continue to add to our best practices training.